



**1st B.A. Tamaraw Students International-Virtual Research and Business
Playbook Conference**

**May 11-13, 2022,
Manila, Philippines**



WELCOME

**1st B.A. Tamaraw Students
International-Virtual Research and
Business Playbook Conference
May 11-13, 2022**



**FEU-IABF-BA
MKT 1106 & ENM 1207**





1st B.A. Tamaraw Students International-Virtual Research and Business Playbook Conference

**May 11-13, 2022,
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CONFERENCE PROGRAM

Website:

<https://wakelet.com/@BATamaraw252>

Pre-conference video:

<https://youtu.be/ctgoitG-q5k>

Conference Announcements:

<https://www.facebook.com/groups/1287798217951931/permalink/5159361127462268/>



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1st B.A. Tamaraw Students International-Virtual Research and Business Playbook Conference

**May 11-13, 2022,
Manila, Philippines**

CONFERENCE PROGRAM

DAY 1: May 11, 2022

Time: May 11, 2022 1:00 PM (Philippine Standard Time)

Join Zoom Meeting

<https://bit.ly/38UJ5fn>

Meeting ID: 816 6223 1065

Passcode: BATamsVSC

One tap mobile

+19294362866,,81662231065#,,,,*485642520# US (New York)

+12532158782,,81662231065#,,,,*485642520# US (Tacoma)

Dial by your location

+1 929 436 2866 US (New York)

+1 253 215 8782 US (Tacoma)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 816 6223 1065

Passcode: 485642520

Find your local number: <https://us06web.zoom.us/j/81662231065>





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Local Time Conversion:

Philippines (1:00 p.m.)
Indonesia (12:00 p.m.)
India (10:30 a.m.)
Bangladesh (11:00 a.m.)
Canada (10:00 p.m. - Tuesday)
Taiwan (1:00 p.m.)
Abu Dhabi (9:00 a.m.)

Philippine Standard Time: Starts @ 1:00 pm. Please be in the virtual room 10 minutes before the program starts.

PROGRAM

Multi-faith Invocation

1:00 p.m. – 1:15 p.m.

Welcome Remarks

1:16 p.m. – 1:30 p.m.



Dr. Joselito P. Tem

Associate Dean
Institute of Accounts, Business and Finance
Far Eastern University - Manila

Guest Speaker 1

1:31 p.m. – 1:50 p.m.



Dr. Tien Yustini., M.Si, C.I.R.R., C.L.M.A

Head of Magister Management Programme
UNIVERSITAS INDO GLOBAL MANDIRI
FAKULTAS EKONOMI
Jalan Jenderal Sudirman No. 629 Palembang 30113
Indonesia





1st B.A. Tamaraw Students International-Virtual Research and Business Playbook Conference

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Article/Topic: [Micro, Small and Medium Enterprises \(MSMEs\) Digital Marketing Strategy, Problems, Trends and Predictions](#)

Keynote Speaker 1



1:51 p.m. – 2:10 p.m.

Dr. Maria Teresa A. Martinez

Chair, Business Administration Department
Institute of Accounts, Business and Finance
Far Eastern University – Manila

[Article/Topic: "TAMBIZ AGENTS OF SOCIAL CHANGE"](#)

Alumni Guest Speaker



2:11 p.m. – 2:30 p.m.

Ms. Yvette Joyce A. Gomez

Executive Housekeeper
Erth – Abu Dhabi

Article/Topic: [Adaptability and Flexibility](#)

Guest Speaker 2



2:31 p.m. – 2:50 p.m.

Dr. Dineshkumar Ramjibhai Chavda

Assistant Professor & Research Guide
Department of Commerce and Management,
Bhakta Kavi Narsinh Mehta University
Junagadh, India

Article/Topic: **TRENDS AND CHALLENGES IN SOCIAL ENTREPRENEURSHIP IN INDIA**





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Keynote Speaker 2

2:51 p.m. – 3:10 p.m.



Sir Rey G. Parcon

Associate Chair
Institute of Accounts, Business and Finance
Far Eastern University – Manila

Topic: **Green Marketing - Introduction and Strategies**

Guest Speaker 3

3:11 p.m. – 3:30 p.m.



Dr. Khandaker Mursheda Farhana

Assistant Professor
Department of Sociology & Anthropology
Shanto-Mariam University of Creative Technology
Uttara, Dhaka, Bangladesh

Abstract/Topic: [Understanding Islamic Social Entrepreneurship \(ISE\): A Case of Bangladesh](#)

Keynote Speaker 3

3:31 p.m. – 3:50 p.m.



Sir Ryan Christian C. Mercado, M.S., CHRP

Faculty, Institute of Accounts, Business and Finance
Far Eastern University – Manila
Committee Chair, B. A. Research Studies

Topic: **Altrocentric Leadership: A Leadership Approach to the 2030 Megatrends.**





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Alumni Guest Speaker

3:51 p.m. – 4:10 p.m.



Ms. Pauline Anne S. Sambuang

Bid Manager / Business Owner / J.D. student
Philippines

Topic: “Dream big, start small”

Student Guest Presenters

4:10 p.m. – 4:30 p.m.



Elly Musytrianita and Marzuki Alie

UNIVERSITAS INDO GLOBAL MANDIRI

Jalan Jenderal Sudirman No. 629 Palembang 30113
Indonesia

Article/Topic: [THE INFLUENCE OF INTEGRATED
CONTACT CENTER MANAGEMENT, SERVICE SPEED AND
CUSTOMER SERVICE LEVEL \(CSL\) ON CUSTOMER
SATISFACTION](#)

Vote of Thanks

4:31 p.m. – 4:50 p.m.



Sir EARL JOSEPH M. BORGONA

OIC Dean

Institute of Accounts, Business and Finance (IABF)
Far Eastern University – Manila





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CONFERENCE HOST: Prof. Leonardo F. Cada, Jr.

NOTE: Days 2 and 3 (May 12-13) are exclusive for MKT 1106 and ENM 1207 research and playbook presenters. They will be using their respective class schedule and Teams link.

Should you wish to participate as guest, you are welcome but first kindly inform the host ahead of time at lcada@feu.edu.ph

Thank you very much

Maraming Salamat

“Terima Kasih Banyak”

“Dhanyavaad (धन्यवाद)”

আপনাকে অনেক ধন্যবাদ

“to-siā, kám-siā, or ló làt”

“Jazaak Allahu Khairan”

NOTE: Certificate of Appreciation, tokens and Conference Badge will be sent to individual guest post office and email address.





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**May 11-13, 2022,
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DAY 2: THURSDAY, May 12, 2022

**Research and Playbook Presentations
(10 minutes video presentation)**

Regular time schedule and Teams link for each section

MKT 1106-SEC-2 (10:30 12:00 PM.)

Student Research Coordinator: Ms. Princess Diana Cidro

https://teams.microsoft.com/l/meetup-join/19%3ameeting_Zjg0OWQ4MDktMzNjMC00ZGIzLWJiZWltZTEwOWVhODNjMGEz%40thread.v2/0?context=%7b%22Tid%22%3a%2280a45edc-d5ee-46e0-9d75-37c47be9b7cc%22%2c%22Oid%22%3a%22a3723378-0d31-4ec8-8b2d-c3c12b2cb3f4%22%7d

MKT 1106-SEC-2 - LIST OF RESEARCH TITLES AND AUTHORS:

1. Research Title: The effects of COVID-19 pandemic in the consumers buying preferences for staple products

Authors:

GAMAYA, Charlene Nicole A.

RABE, Ma. Donna Lynne F.

RICAFORTE, Altei Jan E.

ROSETES, Katrina A.

2. Research Title: The Perceived Effects of TRAIN Law on the Consumers of Petroleum Products in Legazpi City, Philippines

Authors:

Almiñe, Isabelle Alexandra S.

Landig, Mathew Raphael

Villar, Justine H.

3. Research Title: The effects of e-word of mouth among Filipino young consumers in choosing product brands.

Authors:

Catindig, Daniel Ezra

Cidro, Princess Diana





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Martin, Mikela Angela G.
Sarosos, Jean Gabriel M.

4. Research Title: The Importance of branding to Filipino SME.

Authors:

Laude, Gil Jr
Ragsac, John Aaron
Reyes, Chesley
Santiago, Carl

5. Research Title: The implications of e-reviews in marketing mix strategy of local brand products in the Philippines

Authors:

Borja, Desiree Kate C.
Camlian, Yasmin J.
Loste, Jubille G.
Tan, Riza Bianca T.

6. Research Title: A Study on the Roles of Branding between Generic and Branded Medicines to the Buying Behavior of Filipino Consumers during the Pandemic

Authors:

Alam, Reema G.
Caparros, Austin Jan T.
De Guzman, Dianne J.
Valenzuela, Nicole Anne E.

7. Research title: The Influence of Social Media Marketing towards Filipino Buying Behavior

Authors:

Arellano, Gwyneth Moira S.
Leonor, Angelica Coleen D.
Palmares, Christine B.
Santos, Karen Kaye DC.

8. Research title: Impact of TV Advertisements to Filipino consumer buying behavior

Authors:





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Daoang, Joesua
Hacuman, Marben
Pilar, Marielle

9. Research title: Filipino customers' preferences of online marketing channels.

Authors:
Rayo, Angela Marie C.
Tolentino, Nicole Ann A

MKT 1106-SEC-3 (12:00 – 1:30 PM.)

Student Research Coordinator: **Ms. Richelle Jan Del Mundo**

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NjUwY2QwMWYtMjIxMy00YmVmLWl1MzgtZmFIMjhhYWMzNDEx%40thread.v2/0?context=%7b%22Tid%22%3a%2280a45edc-d5ee-46e0-9d75-37c47be9b7cc%22%2c%22Oid%22%3a%22a3723378-0d31-4ec8-8b2d-c3c12b2cb3f4%22%7d

MKT 1106-SEC-3 - LIST OF RESEARCH TOPICS AND AUTHORS:

Research topic: **Brand attributes that lead to an increase in customer loyalty**

Authors:
Abriol, Ronald M.
Allada, Josephine Bianca D.
Nograda, Kate Angela Mhay

Research Topic: **Trust Me, Trust Me Not: The Credibility of ConsumerGenerated Ads in YouTube and their Impact on Consumers' Purchase Intention**

Authors:
DACUDAO, John Renz
TOSOC, Nathan John

Research Topic: **Positive and Negative Word of Mouth: Its Effect Among Filipino Youth in Choosing Product Brand**





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Authors:

DE VERA, Monik Adeline L.
MIRANDA, John Paul V.
ROSALES, Laurent Chanel C.

Research Topic: **The Roles of Artificial Intelligence in Consumers Buying Habits**

Authors:

BANSIL, Rowel
MEDINA, Christiana
LLORENTE, Mikee
TABONARES, Rianah

Research Topic: **Does Facebook advertising really help Filipino start-up businesses to grow?**

Authors:

SANTIAGO, David Joshua T.
QUIMSON, Ayesha
GUTIERREZ, John Vincent C.
SANTOS, Justine T.

Research Topic: **Assessments of Filipino Consumers Behavior During the Covid-19 Pandemic**

Authors:

ABALOS, Miguel Jonas P.
GONZALES, John Carlo E.
SOMEJO, Vincent Vass A.

Research Topic: **The Impact of Word-of-Mouth (WOM) on the Buying Behavior of Filipino Young Adults**

Authors:

ALI, Asmawe T.
CAMERO, Jillian Z.
MARCELO, Angela Marie F.

Research Topic: **The Implications of e-reviews in product marketing**

Authors:

BURDIOS, Laiza Marie
LAGUIO, Jamaica Niaz G.





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VIDUYA, Marc Jeric

Research Topic: **The Impact of Pandemic to the Buying Behavior Among the Filipino Youth**

Authors:

ALBOLERAS, Maria Catherine D.

ACUÑA, James Mclaud

DEL MUNDO, Richelle Jan T.

Research Topic: **The impact of AI in the marketing channels of SMEs in the Philippines**

Authors:

DE DIOS, Aneurion Jhay L.

LEANO, Jae Luis L.

MANUEL, Dominic Ryan M

MKT 1106-SEC-5 (3:00 – 4:30 pm.)

Student Research Coordinator: **Ms. Gladys Toledo**

https://teams.microsoft.com/l/meetup-join/19%3ameeting_YTcyNjJjYmMtNTU3MC00NjE3LWJjYTAtMTIiY2U5YmM5NjA2%40thread.v2/0?content=%7b%22id%22%3a%2280a45edc-d5ee-46e0-9d75-37c47be9b7cc%22%2c%22oid%22%3a%22a3723378-0d31-4ec8-8b2d-c3c12b2cb3f4%22%7d

MKT 1106-SEC-5 - LIST OF RESEARCH TOPICS AND AUTHORS:

Research Topic: **The Impact of Pandemic on the Buying Behavior Among the Filipino Youth**

Authors:

Castillo, Philine F.

Coleta, Dana Jade T.

Lim, Daniela Mikaella G.

Tungol, Denniel R.





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Research Topic: Analysis of the 4P's of Marketing in an online environment

Authors:

Adamos, Chelsey Alexis H.
Delos Reyes, John Cesar R.
Fernandez, Mark Gerwin S.
Florentino, Lebron U.

Research Topic: The Effects of Smartphones to young Filipino customers thinking

Authors:

Ballesteros, Airish Jann Marc D.
Castro, Gian Gabriel D.
Lariza, Michael David M.
Lobo, Cleo Justin B.

Research Topic: The Implication of E-Reviews among the Price-Conscious Filipino Customers

Authors:

Calata, Kathlene Denise M.
Idago, Millfranze M.
Sinel, Lyra Marie O.
Visconde, Juliene R.

Research Topic: Positive and Negative Word of Mouth: its effect among Filipino Youth in choosing Product Brands among College Students who are Taking Up Business Courses and Studying in Universities.

Authors:

Lizardo, Yvan Nyel S.
Mendoza, Irah Joy T.
Pascual, Paulino C.
Romero, Gean Andrew A.

Research Topic: Assessment of Filipino Consumer Behavior during the Pandemic

Authors:

Bicen, Joshua J.
Jimenez, Charmagne Joy T.
Oliveros, Jade Marie R.





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**May 11-13, 2022,
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Tito, Czarinah Joie B.

Research Topic: **Does Facebook Advertising really help businesses to grow?**

Authors:

Gonzalvo, Gelthy Marie D.

Roque, Catherine

Sales, Cyril Austin L.

Zuniga, Jerico O.

Research Topic: **The Implication of E-reviews on Product Marketing**

Authors:

Carbilledo, Colene V.

Cuenta, Angela H.

Mangampo, Jade Cristopher L.

Research Topic: **Impact of TV Advertisements to Filipino consumer buying behavior**

Authors:

Elizares, Kiera Erika S.

Garcia, Arliyah Joyce C.

Patag, Denise B.

Toledo, Gladys R.

Research Topic: **The Effectiveness of Facebook Social Media Marketing on Filipino College Students' preferences**

Authors:

Alano, Justin Angela C.

Albarando, Trisha Roa

Narca, Michael Christian P.

Tabora, Dhallen Gabriel S.





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MKT 1106-SEC-6 (4:30 – 6:00 pm)

Student Research Coordinator: **Ms. Rebecca Patricia Ramirez**

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NmVIYjA2ZjktMzE4Mi00YTQzLWI3YzEtNmY3OWE3NjQyYWQ1%40thread.v2/0?context=%7b%22id%22%3a%2280a45edc-d5ee-46e0-9d75-37c47be9b7cc%22%2c%22oid%22%3a%22a3723378-0d31-4ec8-8b2d-c3c12b2cb3f4%22%7d

MKT 1106-SEC-6 - LIST OF RESEARCH TOPICS AND AUTHORS:

The importance of branding to Filipino SMEs

Authors:

Agub, Kyla Nicole G.
Bautista, Ryan James P.
Cruz, John Dominic D.
Quinajon, James Franco D.

Effectiveness of Social media platforms in advertising small local businesses in the National Capital Region

Authors:

Banzon, Jeaneth V.
Belen, Gian Carlo Z.
Ramirez, Rebecca Patricia P.
Togonon, Gretel R.

Investigating the formal and informal ways students learn about customer safety in online transactions: A case study approach.

Authors:

Alumno, Jalen Rose A.
Orantia, Chiara Nicole C.
Urbiztondo, Angelo Miguel O.
Velasco, Neil Guia P.

Does Facebook Advertising Really Help Businesses to Grow

Authors:





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Cayaga, Lucky R.
Dimayuga, Albert K.
Sadorra, Matthew B.
Serrano, Eugene Andrei P.

The Impact of The Pandemic To The Buying Behavior Among Filipino Youth

Authors:

Abanes, Romvlus Caesar J.
Alfonso, Channel V.
Sagum, John Bryan C.
Tolentino, Erika Mae B.

Positive and Negative Word-of-Mouth: Its Effect Among the Consumers in Choosing Product Brands

Authors:

Bardoquillo, Karen B.
Redoloza, Myren Claire B.
Vidal, Althea Mae V.

The Effects of Social Media in Buying Choices of Electronic Gadgets

Authors:

Edrosalam, James Gabriel A.
Santos, Lian Kyle S.
Remolisan, Kristine Mae N.
Barakat, Ahmed Deeb A.

Factors Influencing the Attitude of Filipino Consumers to Shop Online amidst COVID-19 Pandemic

Authors:

Creencia, Steffany Leign L.
Legaspi, Monique M.
Cruz, Angelo C.
Paredes, Charles Daniel C.

Roles of Fashion Blogs in Marketing

Authors:

Driz, Riyan De Castro





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Viado, Andrew Mitchell R.

Best Practices in Generating leads for Marketing Campaign

Authors:

Rodulfo, Marie Millen Q.

Singh, Jacki C.

Concepcion, Jose Enrique Daniel R.

Resiliency of Filipino Customers during the Pandemic

Authors:

Adarne, Divine Syrha A.

Cruz, Claire Elaiza T.

Cruz, Janess Claire T.

Valles, raphael johann I.

MKT 1106-SEC-1 (6:00 – 7:30 pm)

Student Research Coordinator: **Ms. Shiela Mae Kiseo**

https://teams.microsoft.com/l/meetup-join/19%3ameeting_MmYzZmI0ZjUtOTY1OS00ZDM0LWFkNmYtNTZhZGI2MGY3MDI0%40thread.v2/0?context=%7b%22Tid%22%3a%2280a45edc-d5ee-46e0-9d75-37c47be9b7cc%22%2c%22Oid%22%3a%22a3723378-0d31-4ec8-8b2d-c3c12b2cb3f4%22%7d

MKT 1106-SEC-1 - LIST OF RESEARCH TOPICS AND AUTHORS:

The Effects of Smartphones to Young Filipino Customers' Thinking

Authors:

Alejandro, Jeneen Arian M.

Flora, Trish Adrielle S.

Garcia, Lyka B.

Genuino, Rochelle

The Impact of Social Media on E-Commerce: How to Adopt Social Media for E-Commerce Marketing.

Authors:

Cayaba, Von Michael

Dichoso, Eisen Reign





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Dominguez, Matthew Christopher I.
Matillano, Aaron Alexander

Impact of TV advertisement to Filipino consumer behavior

Authors:

Blaza, Juan Miguel D.
Cuadrante, Nathaniel
Mateo, Brian Lourd M.
Tingcungco, Royette

Research Title: The importance of branding to Filipino SMEs

Authors:

Bunquin James Heris
Cay Latrell
Santos Francis Raphael
Tanaquin Carl Ivan

Research Title: Assessments of Filipino Consumers Behavior During the Covid 19 Pandemic

Authors:

Shiela Mae Kiseo
Angel Borbon
Jay De Mesa
Christian Lapizar

The Effect of the Pandemic to the buying behavior of Filipino Youth

Authors:

Pascual, Pocholo
Pennaroyo, Hannah
Casison, Jonathan
Lacambra, Rodil

Filipino Customers' Preferences of Online Marketing Channels

Authors:

Canares, Julia Isabelle M.
Landayan, Earl Vincent Z.





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Samson Hanz Christian L.
Samson Martin Gabriel L.

The Implications of E- Reviews in Product Marketing

Authors:

Callero, Nica Gail M.
Calungsod, Patrick Joshua
Dacanay, Angelea D.
Vargas, Earl George C.

Product Marketing in Selected Rural Areas in the Philippines

Authors:

John Vincent Sarmiento
Martin M. Bugaoan
Patrick G. Bacani
Lence Kenneth T. Soriano





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DAY 3: FRIDAY, May 13, 2022

Research and Playbook Presentations
(10 minutes video presentation)
Regular time schedule and Teams link for each section

ENM 1207-SEC-1 (9:00 – 10:30 AM.)

Student Research Coordinator: Ms. Zamaira Jane Blanco

https://teams.microsoft.com/l/meetup-join/19%3ameeting_MGMwYjMyNTItNTc3OC00ZWfKlWJjNzltNWRIYzlkYWE3M2Qy%40thread.v2/0?context=%7b%22Tid%22%3a%2280a45edc-d5ee-46e0-9d75-37c47be9b7cc%22%2c%22Oid%22%3a%22a3723378-0d31-4ec8-8b2d-c3c12b2cb3f4%22%7d

MKT 1106-SEC-1 - LIST OF BUSINESS PLAYBOOK AND RESEARCH TOPICS AND THE AUTHORS:

Social Entrep Playbook:

Title: *Ecoture*

Authors:

Ambrosio, Emerico
Blanco, Zamaira Jane
Camaña, Rafael Adrian
Gallo, Gillian Heinz

Title: *Hydraplastic*

Authors:

Chavez, Enrique Miguel
Pascacio, Yule Crescens
Quitalig, Chariza Janelle

Research Paper:





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Title: Social Entrepreneurship: Challenges and Opportunities

Authors:

Barroga, Jenessa
Cruz, Nica
Ramirez, Mikhaela
Sekura, Makoto

Title: Social impact of Filipino entrepreneurs

Authors:

Cadag, George
Calumpit, Joshua
Dacanay, Andrei
Delos Reyes, Thomas

Title: Identifying The Common Personality Traits of A Successful Entrepreneur

Authors:

Ferrer, Prince Chard
Leonardo, Eugene
Aguilar, Chelsea
Cabral, Elzie

Title: The Impact of COVID-19 Crisis on Entrepreneurs in the Philippines

Authors:

Calinog, Retchiel Love
Laura, Joyce Anne
Masangkay, Mitzi Anne
Vios, Ronald Bryan

ENM 1207-SEC-2 (10:30 – 12:00 PM.)

Student Research Coordinator: Ms. Mary Grace Salonga





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https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZmQ1NmZlMmYtNTBLOS00MjYzLWJlYzQtYjk3OGQwNDMyNTAx%40thread.v2/0?context=%7b%22Tid%22%3a%2280a45edc-d5ee-46e0-9d75-37c47be9b7cc%22%2c%22Oid%22%3a%22a3723378-0d31-4ec8-8b2d-c3c12b2cb3f4%22%7d

MKT 1106-SEC-2 - LIST OF BUSINESS PLAYBOOK AND RESEARCH TOPICS AND THE AUTHORS:

Venture Playbook	
List of Groupings/Pairings	List of Final Title Output
Authors: 1. Salonga, Mary Grace P. 2. Villegas, Michael Angelo	MAYA Company
Authors: 1. Asusano, Emmanuel Jerow 2. Gala, Joshua 3. Mercado, Laura 4. Zarsuelo, Nick Joshua	Eco-asis
Authors: 1. Abesamis, Armand Joseph 2. Francisco, Reijn 3. Pagana, Jane Anne 4. Sison, Argiel	Philanthropic-with-Decorous-Company
Author: 1. Faigal, Karl Christian B. 2. Sahagun, Ralph	Jobcross Network Company
Authors: 1. Corino, Joyce Anne 2. Gape, Keanne Eryl 3. De Vera, Jose Louis	Book-a-Thon

Research Paper	
List of Groupings/Pairings	List of Final Title Output





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Authors: 1. Aldea, Jaimie Louise C. 2. Alonzo, Sofia Monik L. 3. Patlunag, Wincy O. 4. Remandaban, Reno D.	Does gender have an impact on developing Entrepreneurial Skills? And if so, what is the extent of it?
Authors: 1. Arce, John Carlos Adrian E. 2. Balmaceda, Mike Allen C. 3. Cruz, Sherwin B. 4. Uy, John David P.	Should you become an entrepreneur?
Authors: 1. Baterzal, Flloyd 2. Kaur, Gur 3. Sabado, Justine 4. Toledo, Shella	The role of E-commerce in Social Entrepreneurship
Authors: 1. Canada, Kristine Marie A. 2. Catabian, Bryan 3. Matriano, Rayniel D. 4. Pacia, Danica	An assessment of opportunities on emerging social entrepreneurship amid the “new normal” systems in the Philippines Market.
Authors: 1. Dorig, Patrick Warren DC. 2. Gonzales, Erise Lae R. 3. Omambac, Ma. Khristine Leila S. 4. Urian, Carla Anne D.	Would there be a hindrance of age on the development of entrepreneurial skills?
Authors: 1. Arocena, Hans Christian 2. Gonzaga, James 3. Lopena, Aaron Yhobel B. 4. Sibug, Greg Marcel F.	How effective is social entrepreneurship in the Philippines in supporting local small-medium enterprises?
Authors: 1. Garcia, Darlene Angel 2. Tan, Baron Alan A. 3. Yulo, Keanu G.	The significance of social entrepreneurship to Filipino people.





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4. Ibay, Miguel Thomas Irvin B.	
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MKT 1106-SEC-1-EXT (1:30 – 3:00 PM.)

Student Research Coordinator: Ms. Claire Hallado

https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjxNTMyMjktNWl5Yy00Zjk5LWJhOTAtMzhjYWMSNTThMGM1%40thread.v2/0?context=%7b%22Tid%22%3a%2280a45edc-d5ee-46e0-9d75-37c47be9b7cc%22%2c%22Oid%22%3a%22a3723378-0d31-4ec8-8b2d-c3c12b2cb3f4%22%7d

MKT 1106-SEC-1_EXT - LIST OF RESEARCH TOPICS AND AUTHORS:

Positive and Negative Word of Mouth: Its Effect Among Filipino Youth in Choosing Product Brands

Authors:

German, Hans Albert
Lindawan, Katherine Kaye
Madrid, Franchesca Josefine
Tingson, Juliana Raj

Does Facebook advertising really help businesses to grow?

Authors:

Caballero, Dindo G.
Atienza, Rea Christina J.
Pagaduan, Erika Gail R.
Yamson, Ashley Mae V.

Social Media Influence To The Buying Behavior Of Filipino Generation Z

Authors:

Canizares, Seth Gabriel
Hernandez, Rhaizel
Laron, Jose Mari

Assessment Of Filipino Consumer Behaviors During the Pandemic





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Authors:

Cristobal, Marielle
Dela Peña, Aileen
Gabriel, Nathan Gerard
Gapate, Thea Nicole

Effectiveness of Influencer Marketing for Building a Product Brand

Authors:

Agbayani, Abigail
Hernandez, Claire
Libatique, Janna Ria
Magay, Jeaneth

The Effects of Smartphones to young Filipino Customers thinking

Authors:

Camo, Kathlleen Joyce
De Guzman, Aaron Jericho
Gato, Jason
Flores, China Kriztelle

Effects of using social media among marketing channels

Authors:

Beltran, Joshua
Cascante, angelo
Chung, kenneth troy
Ragas, reigh

The impact of pandemic to the buying behavior among the Filipino youth.

Authors:

Amosco, Shamae E.
Miano, Kristin Mae D.
Morta, Keith Trissiah Q.
Robles, Djina Marie Charisma S.

The Roles of Fashion Blogs in Marketing

Authors:

Añonuevo, Jalen Rose C.
Exconde, Alexandra Marie L.





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Valladolid, Anjelo F.

The Impact of Relationship Marketing in Fostering Brand Equity

Authors:

Dee, Mark Daniel

Ramos, John Luigi

The implications of e-reviews in product marketing

Authors:

Hallado, Claire

Jimenez, Krista

Lacsado, Christian

Rodriguez, Christina

End of the Conference





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To give the Welcome Remarks:



Dr. Joselito P. Tem is a proud graduate of Far Eastern University, Manila. He is a Researcher, Teacher and Student Leader Adviser. He is currently the Associate Dean of the Institute of Accounts, Business and Finance of Far Eastern University, Manila. Former Program Head of Business Administration Department and Program Coordinator of Human Resource Management and Legal Management Program. He has also taught in the Institute of the Graduate School (MBA) at Far Eastern University, Manila. His research interest includes Business, Education, Human Resource Management, and Organizational Behavior. He was the former Human Resource officer of Alpha Wood Industry, Biñan Laguna. He holds a Doctor of Education in Educational Administration Degree in which he earned from Far Eastern University, Institute of Education in 2008. He has also presented his research papers in ASEAN International conferences and Universities and published research papers in the Journal of Global Business Operation and Management.





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Guest Speaker from Indonesia:



Dr. Tien Yustini., M.Si, C.I.R.R.,C.L.M.A

Head of Magister Management Programme

UNIVERSITAS INDO GLOBAL MANDIRI

FAKULTAS EKONOMI

Jalan Jenderal Sudirman No. 629 Palembang 30113

Tel: 0711-322705,322706 Fax: 0711- 357754

Website : www.uigm.ac.id

Dr. Tien studied at Universitas Sriwijaya, Doctor in Agribusiness, 2008 – 2011. She does research in Managerial Economics.





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Guest Speaker from India:



Full Name : Dr. Dineshkumar Ramibhai Chavda

Designation: Assistant Professor & Research Guide, Department of Commerce and Management, Bhakta Kavi Narsinh Mehta University, Junagadh

Email Id : dineshchavda@bknmu.edu.in dineshchavda07@gmail.com

ORCID id: <https://orcid.org/0000-0002-0614-0739>

ResearchGate: https://www.researchgate.net/profile/Dineshkumar_Chavda

SRRN: <https://hq.ssrn.com/Participant.cfm?rectype=edit&perinf=y&partid=4039518>

Google scholar:

https://scholar.google.com/scholar?hl=en&newwindow=1&as_sdt=0&authuser=2&scilib=1

Academic Qualification: M.Com, M.Phil, B.Ed, Ph.D, GSET

Teaching & Administration Experience: 8 Year

Members in Past: Academic Council of BKNMU (2019-2022)

Gold Madal Committee of BKNMU (2020-21)

Soft Skill Development Programme (2020-21)

Members in Present: SCST Cell of BKNMU Since 2019

Students Startup and Innovation Policy of BKNMU Since October, 2021

Task force National Education Policy of BKNMU Since 2021

Coordinators: Digital Gujarat and MYSY Scheme

Nodal Officer: National Scholarship Portal and National Fellowship Tribal for M.Phil/Phd Students

Editorial Board Members: Hemchandrachary International E Journal of Research and Shanti National E Journal of Research

Master Trainer: Master trainer of Census of India 2021 of Junagadh District Since 2021

Design of new curricula and courses: Marketing Management,





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Guest Speaker from Bangladesh:



Dr Khandaker Mursheda Farhana graduated BSS (Hon's) in Sociology; MSS in Sociology with thesis in University of Rajshahi, Rajshahi, Bangladesh. She obtained PhD in Sociology from Institute of Bangladesh Studies (IBS), University of Rajshahi, Rajshahi, Bangladesh on rural urban migration in 2008. She has worked as a Post-Doctoral research fellow at University of Padua, Italy under Erasmus Mundus Mobility with Asia (EMMA) Scholarship on Illegal Migration and Trafficking of Adivasi Women and Children in Bangladesh.

She is the author of number research books namely 'Socio-cultural Adjustment of Poor Migrants in Urban Bangladesh: An Empirical Study of Rajshahi City' ; 'Illegal Migration and Trafficking of Adivasi Women and Children: A Socio-anthropological Study of the Northern Region of Bangladesh' and 'Migration Laws, Policies and Economics in Europe: An Empirical Study of Legal Status, Remittances and Socio-economic Impacts in Rural Bangladeshi Households' from Lap Lambert Academic Publishing, Saarbrücken, Germany. She is also the author of numerous of articles at the most impact factor international scientific journals with good citations.

She is the Chairperson of Migration Research Development and Society of Bangladesh; Trust member of Center for Academic & Professional Career Development and Research (CAPCDR); Executive Member of Researchers Consortium LLC, California, USA; Senior Member of International Economics Development Research Center (IEDRC), Hong Kong; Member of American Sociological Association (USA), American Economic Association (USA); Regular member of World Academy of Young Scientists (WAYS), Budapest, Hungary; Member of Sociological Association, Department of sociology, University of Rajshahi, Bangladesh. Presently, she is working as an Assistant Professor, Department of Sociology & Anthropology, Shanto-Mariam University of Creative Technology, Uttara, Dhaka, Bangladesh.





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Alumni Guest Speaker:



Yvette Joyce A. Gomez

Executive Housekeeper

Erth – Abu Dhabi

Khor Al Maqta, Al Khaleej Al Arabi Road, Abu Dhabi UAE

Email: ygomez@erth.ae

Yvette Joyce A. Gomez graduated from Far Eastern University - BS in Commerce major in Financial Accounting (2003) with record of success in both academic and career pursuits to date.

Currently an Executive Housekeeper in Erth – Abu Dhabi UAE. She has extensive experience of 17 years in hospitality industry up to date. With great knowledge in front of the house operation (i.e. handle guest inquiries/needs, solve problems, create a positive hotel image in every interaction with internal and external customers, adhere to hotel brand standards to maintain a high level of products and services.

She specializes in Renovation, Refurbishments, Housekeeping operations, Inventory Management, Purchasing, Project Management, Uniform Design & Scheduling, Budget/forecast preparation, Capital Expenditures, cleaning chemical and equipment as well floral decorations, pest control and associates training & development.

Education & Credentials

UAE Professional Housekeepers Group – Member

International Housekeepers Summit – Member/Attendee (2018 – Colombo, Sri Lanka)

International Housekeepers Summit – Member/Attendee (2019 – Agra, India)

Executive Housekeeper Forum – Member/Attendee

Far Eastern University – BS in Commerce major in Financial Accounting (FA)





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Alumni Guest Speaker:



Pauline Anne S. Sambuang “Pau”

EDUCATION:

Graduate School

Arellano University School of Law – 2014 - present
Bachelor of Laws
Taft Avenue, Pasay, Metro Manila

Tertiary

Far Eastern University – Manila, 2011 - 2014
Bachelor of Science in Business Administration Major in Legal
Management
Nicanor Reyes Street, Sampaloc, Manila City, Philippines

EMPLOYMENT:

July 31, 2014 – December 12, 2014

J.P Morgan Chase
Claims Specialist

February 16, 2015 – December 2016

Diversified Technological Solutions Incorporated
Sales Operations Support – specializing in Bid Assistance

January 1, 2017 – Present

ePLDT Inc.,
Bid Management

Business owner: Tpplr.Ph (TPPLR LIQUOR SHOP)
Muntinlupa City, Philippines





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Keynote Speaker:



Ma. Teresa A. Martinez, Ph. D.

“Tes” is fondly called by her family, friends, and colleague. She is a graduate of Bachelor of Science in Agri-Business at the University of the Philippines at Los Baños, Class 1985. She finished her post graduate studies at Central Philippine University, Jaro Iloilo (Master’s in Business Administration, Class 2012) and Manuel L. Quezon University, Diliman Quezon City (PhD in Business Management, Class 2019). After graduating in college, she joined the family business involved in trading of custom-mixed hog feeds for ten years. In 1996, the family enterprise expanded to a feed milling business based in Leganes, Iloilo. Blessed with 17 years as Assistant General Manager, the business flourished in Panay Islands.

In 2013, she bravely joined the academe as a business educator. She learned to adapt OBE as a teaching pedagogy at Technological Institute of the Philippines, Quezon City and Grace Christian College. After three years, she decided to take up post-doctoral studies to pursue her educational journey. Presently, she is the Department Chair of Business Administration Department, Institute of Accounts, Business and Finance at Far Eastern University, Manila. She is also involved as an active member of Human Resource Educators Association in the Philippines (HREAP), Philippine Council of Deans and Business Educators (PCDEB), and SERDEF.





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Keynote Speaker:



REY G. PARCON

He finished his bachelor's degree in Accountancy at Filamer Christian University (formerly Filamer Christian College) Roxas City, Capiz in 2007.

His past industry experience include:

- Bookkeeper/Accountant in a private diagnostics company in Quezon City
- Senior Accounting Supervisor in a resort, golf, and country club in Boracay
- Accounting Supervisor – Credit and Collection in a logistics company based in Intramuros.

He finished his master's degree in Business Administration (M.B.A.) major in Financial Management at the National College of Business and Arts - Fairview Campus in 2012 and currently pursuing his Doctor of Philosophy in Business Management (PhD) major in IT at the Philippine Christian University.

He earned various industry certifications such as:

- Certified Financial Markets Professional
- Accredited Financial Analyst
- Capital Market Investment Teaching Accredited Professional
- Certified Six Sigma Yellow Belt Professional
- Microsoft Office Specialist – Excel 2016 Expert

He worked part-time and full time in some colleges in NCR, handling mostly finance courses prior joining the faculty roster of IABF-Business Administration as part-time faculty in 2015.

He is a Microsoft Education Ambassador and currently the associate chair for the Department of Business Administration under the Institute of Accounts, Business and Finance.





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Keynote Speaker:



RYAN CHRISTIAN C. MERCADO, M.S., CHRP

He is in the field of human resources for nearly 20 years, bringing with him experience and expertise in human capital development. Ryan holds a master's degree in human resources management, cum laude, from the UST Graduate School. Prior to being a consultant, Ryan has experience in marketing, finance and human resources after serving in Voyeur Visage Studios, Thomson Financial, UST College of Commerce, Guthrie Jensen Consulting & Far Eastern University. True to his personal development, he is a member of the Philippine Society for Talent Development, allowing him to grow further in terms of skills and knowledge. His certifications include that of being a Certified Line Trainer from Thomson Financial and a graduate of the South East Asian Speakers Bureau, and a Certified HR Professional by the International Federation of Professional Managers (IFPM). He has recently finished attending Harvard University's online business courses through their open university system and has a certificate on Design Thinking for Innovation from the Darden School of Business-University of Virginia.

Sir Rye serves as the Human Resources and OD Consultant for Coolaire Consolidated, Inc., International Cabin Assistant Training School (ICATS), Advocates for Personal Excellence (APEX), PL Juan, Yamaha Electronics Corp. and Synerquest Management Consultancy Services. In 2015, he was awarded as one of The Outstanding Faculty of the Year of the University. As a researcher, Ryan has also participated in international research presentations and colloquia and his work on culture building in relation to becoming an employer of choice was published in Thailand in 2015. Another publication was completed in 2019 when his work on Professional Readiness of OJT Students was published in Malaysia under the SCOPUS indexing. In 2021, his work on BCP Readiness During The COVID-19 Pandemic was published again in a separate presentation in Dubai. As such, he continuously conducts research papers on human capital, focusing on building strong organizational cultures and talent management. Sir Rye has attended the UST Graduate School once more in 2016 to take up PhD in Human Resources Management.





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To give the Vote of Thanks:



EARL JOSEPH M. BORGONA

OIC Dean

Institute of Accounts, Business and Finance (IABF)
Far Eastern University - Manila

He joined the university in 2012 as a fulltime faculty in the Institute of Accounts, Business & Finance and since then has worked his way up to the academic leadership occupying the posts from Asst. Program Head, Program Head of Accountancy and as 2016 Associate Dean of FEU Makati. In 2018 he was designated as the OIC Dean of the institute. In the corporate world he has substantial years of work experience spent in the investment, real estate, insurance, hospitality, and gaming industries holding various key positions.

Academic and professional certifications:

- Bachelor's degree in Law & Accountancy, Masters in Business Administration.

Professional certifications acquired include, CPA, CFMP, CSSYB, Acca diploma, CISI

- CERTIFIED PUBLIC ACCOUNTANT (CPA)
- CERTIFIED FINANCIAL MARKET PROFESSIONAL (CFMP)
- CERTIFIED SIX SIGMA-YELLOW BELT (CSSYB)
- ACCA (DIPLOMA IN ACCOUNTING & BUSINESS)
- Chartered Institute of Securities & Investment (CISI Certified Level 2)





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**GUEST STUDENT PRESENTER FROM: UNIVERSITAS INDO GLOBAL MANDIRI - Indonesia
(c/o Dr. Tien Yustini)**

Elly Musytrianita





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CONFERENCE STUDENT COORDINATORS:



MKT 1106

Second Semester/AY 2021-2022

Prof. Leo F. Cada, Jr.

MKT 1106 Sec-1-EXT: Ms. Clare Hallado
MKT 1106 Sec-1: Ms. Rebecca Patricia Ramirez
MKT 1106 Sec-2: Ms. Princess Diana Cidro
MKT 1106 Sec-3: Ms. Richelle Jan Del Mundo
MKT 1106 Sec-5: Ms. Gladys Toledo
MKT 1106 Sec-6: Ms. Shiela Mae Kiseo



Second Semester/AY 2021-2022

Prof. Leo F. Cada, Jr.

ENM 1207 Sec-1: Ms. Zamaira Jane Blanco
ENM 1207 Sec-2: Ms. Mary Grace Salonga





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Sir Rey G. Parcon

Conference Network Administrator

Support Group:

Ms. Wilma Clarisse Soriano

Ms. Lovely Corcuera





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Prof. Leonardo F. Cada, Jr. Ed D., J.D.

Conference Chair/Host





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**IABF will promote community engaged, service-oriented individuals who will
shape and build strong organization in the future.**

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